



## JOB DESCRIPTION

Position Title	Lead Alumni Engagement & Events
Department	Office of Alumni Relations & Engagement (OARE)
Reporting To	Head of OARE
Type of Position	Full Time / Part Time / Contractual / Internship - (Approved in the budget of 2024-2025).

### POSITION DESCRIPTION

The incumbent will play a crucial role in engaging Habib University's Alumni community both in Pakistan and outside in a variety of activities and events to form a cohesive alumni community and inspire them to contribute in achieving HU mission. This position is responsible for strategizing, designing, and implementing a diverse range of events and engagement initiatives in collaboration with the OARE team throughout the year. The ideal candidate must have exceptional organizational and communication skills, capable of serving as the face of alumni events

### DUTIES AND RESPONSIBILITIES

#### Developing Alumni Engagement Plan:

- Develop a comprehensive yearly alumni engagement plan, aligning with the university's mission and goals. The plan may include but not limited to annual re-unions, Alumni ambassador program, Alumni community meet-ups, Alumni mentorship programs, Alumni giving, Alumni development strategies etc.
- Keep updated with university events and activities and explore possibilities of engaging alumni in them. Work with Communication team to advertise them on alumni platforms.
- Undertake research and explore possibilities for forming Habib's Alumni Association
- Engage with Alumni, Alumni Advisory Board, faculty, OARE team members, Career Office and other relevant offices while developing required plans.

#### Leading the Execution of Alumni Engagement Plan:

- Plan and manage all aspects of event logistics in collaboration with various HU teams such as venue selection, procurement, printing, and on-site coordination.
- Collaborate with OARE team for event marketing and communication
- Collaborate with internal departments to ensure events align with institutional policies and leverage university resources effectively.
- Manage OARE budget and raise all purchase requisitions.
- Take care of OARE resources.

#### Alumni Advisory Board Interaction:

- Serve as the primary liaison between the university and the Alumni Advisory Board.
- Lead meetings, facilitate discussions, and provide updates on alumni engagement initiatives.
- Incorporate feedback and suggestions from the Advisory Board into event planning and strategic decisions.

#### Marketing and Communications:

- Work with the communications team to create promotional materials and campaigns for alumni events.
- Track and analyze engagement metrics to assess the effectiveness of events and outreach efforts.
- Implement strategies to increase alumni participation and involvement in university events and activities.
- Utilize alumni feedback to continuously improve engagement efforts and event experiences.

Revision Date		Version	
---------------	--	---------	--

**Others:**

Support OARE and the University as and when required for other University related events.

**REQUIRED JOB SPECIFICATIONS**

Required Qualification	✓ A Bachelor's degree in Marketing, Communications, Public Relations, Management or a related field, with at least 3-5 years of experience in similar capacity
Required Experience	<ul style="list-style-type: none"> <li>✓ 3-5 years of professional work experience in corporate relationship building, Event Management, Communications, Public Relations</li> <li>✓ Experience working with alumni is preferred</li> </ul>

**REQUIRED JOB COMPETENCIES**

S#	Competency	Criticality (High / Low / Medium)
1.	Interpersonal skills to develop new relationships and maintaining them (students, employers, staff & faculty) such as team work, listening skills, ability to ask questions and negotiate etc.	High
2.	Written & Oral Communication skills to express ideas and arguments, perusing for ideas and convincing people (in English and Urdu). Presentation skills are essential	High
3.	Technology skills using MS Office especially excel, database, social media tools etc.	High
4.	Research Skills for acquiring the required information through questionnaires/discussions/desktop search and sorting and analyzing the data.	Intermediate
5.	Planning and organization skills to undertake a task through a properly thought-out process and timelines	High
6.	Proactiveness and agility to take initiatives and meet with the evolving nature of work.	High

\_\_\_\_\_  
Verified By (For HR Only)

\_\_\_\_\_  
Line Manager (If Any)

\_\_\_\_\_  
Head of the Department

Revision Date		Version	
---------------	--	---------	--